DOCUMENT RESUME

ED 435 297 HE 032 515

TITLE	The Survey of College Marketing Programs. Volume III: Electronic Advertising and Marketing.
INSTITUTION	Primary Research Group, Inc., New York, NY.
ISBN	ISBN-1-57440-019-3
PUB DATE	1998-00-00
NOTE	77p.; For Volumes 1 and 2, see HE 032 513-514.
AVAILABLE FROM	Primary Research Group, Inc., 68 West 38th St., Suite 202, New York, NY 10018 ($80). Tel: 212-764-1579; Fax: 212-302-6530.
PUB TYPE	Numerical/Quantitative Data (110)
EDRS PRICE	Document Not Available from EDRS.
DESCRIPTORS	*Advertising; *College Administration; Comparative Analysis; Costs; *Electronic Publishing; Higher Education; *Institutional Advancement; Internet; *Marketing; *Mass Media; National Surveys; Program Administration; Public Relations; Publicity; Statistical Analysis; Student Recruitment; Tables (Data); World Wide Web

ABSTRACT

This report presents 203 tables detailing findings concerning the use of electronic advertising within marketing programs at 68 colleges and universities. Highlights of this report include: colleges in the sample enroll a mean of 5,450 students; 5.6 percent of the colleges produce a CD-ROM version of the viewbook; 39.7 percent enable applicants to apply through the college Web site; 30.8 percent have a full-time webmaster; 39.3 percent produce videos about the college to send to prospective students; 75 percent advertise on the radio; and 36.4 percent advertise on cable television stations. The tables are grouped in chapters which present data on: (1) general information; (2) CD-ROM viewbooks; (3) Internet; (4) video; (5) radio advertising; (6) cable advertising; and (7) broadcast television advertising. Appended is a list of other reports available from the Primary Research Group. (DB)

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